Sample interview questions to probe on posts during diary study period (questions/question wording may change slightly)

**Post-study Interview (semi-structured):**

[AT BEGINNING OF INTERVIEW] During this survey we will ask you questions that may relate to other people. When answering these questions, please only identify other people by first name or nickname. Please do not include other people's full names, Twitter handles, email addresses, phone numbers, or addresses

*For each piece of potential shared content that the person self-censored on:*

1. Describe this potential post in more detail.
2. Why did you think you might want to post this content to Facebook?
   1. POTENTIAL PROBES:
      1. What were you doing?
      2. What were you thinking about?
      3. Do you typically think about posting content like this?
      4. Do you typically post content like this?
3. Can you describe in greater detail why you decided not to post the content on Facebook? [IF NECESSARY]
   1. POTENTIAL PROBES:
      1. Where were you?
      2. What were you doing?
      3. Do you typically post content like this?
      4. Was there something in particular about this piece of content that made you decide not to post it?
4. Of the Facebook friends you identified that you would want to share this content with, could you explain in more detail why you felt that these people were the appropriate audience for the content?
   1. POTENTIAL PROBES:
      1. Do you currently share content only with this group of people? What type of content?
      2. Do you currently block these people from seeing certain types of content? What types?
      3. Do you currently group these people on Facebook? On Google+?
      4. Was there something in particular about this content that you thought these people would be interested in?
      5. What do these people have in common?
5. Of the Facebook friends you identified that you would not want to share this content with, could you explain why you felt that that these people were not the appropriate audience for the content?
   1. POTENTIAL PROBES:
      1. Do you currently share content only with this group of people? What type of content?
      2. Do you currently block these people from seeing certain types of content? What types?
      3. Do you currently group these people on Facebook? On Google+?
      4. Was there something in particular about this content that you thought these people would be interested in?
      5. What do these people have in common?
6. If the people you identified as not wanting to share the content with were not your Facebook friends and would have no way of seeing the content you posted, do you think you would have posted this content?

*General questions:*

1. What do you think are the primary reasons you don’t post specific content to Facebook and other social networking sites?
2. What are the primary reasons you do post content to Facebook and other social networking sites?
3. What social networking sites do you use?
4. How do you protect your privacy on social networks?
5. Do you find Facebook “friend” groupings and/or Google+ circles useful?
   1. POTENTIAL PROBES:
      1. How do you use them?
      2. How have you heard about your friends using them?
6. Do you think you changed your Facebook usage habits while participating in this study?
   1. POTENTIAL PROBES:
      1. How?
      2. Why?
      3. How much?
      4. Do you think you’ll continue to behave that way after the study?
7. If you had the power to speak to the team responsible for designing Facebook, what would you ask them to change to help you better protect your privacy?
8. On average, how often do you post pictures to Facebook [REPEAT FOR EACH TYPE OF CONTENT, POTENTIALLY ON PAPER]
   1. <1 time per month
   2. More than 1 time per month but less than 1 time per week
   3. More than 1 time per week but less than 1 time per day
   4. More than 1 time per day but less than 5 times per day
   5. More than 5 times per day